



Station Order Revised FL Vote No on 6 Committee

31337

Market: Tampa-St. Petersburg**Estimate ID****Flight Dates:** Monday, October 29, 2012 to Tuesday, November 06, 2012

11594

Contact: Vann Smith/Julie Shaffer**Phone:** 941-923-8840**Email:** jshaffer@mysuncoast.com**Fax:** 941-923-8910**Direct:****WWSB-TV**

Program Name	DP	Days Length	Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Total
				Oct 29	Oct 30	Oct 31	Nov 01	Nov 02	Nov 03	Nov 04	Nov 05	Nov 06	
WWSB 6a News 6:00 AM 7:00 AM	EM	M-F 30	\$210.00 \$420.00	1							1		2
Good Morn America 7:00 AM 9:00 AM	EM	M-F 30	\$275.00 \$1,650.00	1	1	1	1	1				1	6
Good Morning Sun 8:00 AM 9:00 AM	EM	Su 30	\$175.00 \$175.00							1			1
WWSB 5p News 5:00 PM 5:30 PM	EN	M-F 30	\$275.00 \$275.00			1							1
WWSB 5:30p News 5:30 PM 6:00 PM	EN	M-F 30	\$350.00 \$700.00		1		1						2
WWSB 6p News 6:00 PM 6:30 PM	EN	M-F 30	\$650.00 \$3,900.00	1	1	1	1	1			1		6
Millionaire 7:00 PM 7:30 PM	PA	M-F 30	\$350.00 \$2,100.00	1	1	1	1	1			1		6
Millionaire 7:30 PM 8:00 PM	PA	M-F 30	\$350.00 \$2,100.00	1	1	1	1	1			1		6
Dancing with Star 8:00 PM 9:00 PM	PT	M 30	\$2,400.00 \$2,400.00								1		1
Station Gross Totals			\$13,720.00	5	5	5	5	4		1	5	1	31

Chris Vail

Media Strategies and Research

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030

Date/Time Sent: 8/9/2012 3:38:25 PM

WWSB-TV

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ChrisV@mediastrategies.com

CONTRACT

WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

And:

MEDIA STRATEGIES AND RESEARCH
1580 LINCOLN ST
SUITE 510
DENVER, CO 80203

Contract / Revision 31337 /		Alt. Order #
Product		
Contract Dates 10/29/12 - 11/06/12		Est. # 11594
Advertiser FL VOTE NO ON 6 COMMITTEE		Original Date / Revision 08/10/12 / 08/10/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WWSB	Account Executive Julie Shaffer	Sales Office WWSB Regional
Special Handling		
Demographic Adults 18+		
IDB#	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	7	10/29/12	11/06/12	ABC 7 Sunrise News @ 6am 6a-7a			:30			NM	2	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	M-----				1	\$210.00			
Week:		11/05/12	11/11/12	M-----				1	\$210.00			
N 2	7	10/29/12	11/02/12	Good Morning America	7-9a		:30			NM	5	\$1,375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$275.00			
N 3	7	11/06/12	11/06/12	Good Morning America	7-9a		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	-T-----				1	\$275.00			
N 4	7	11/04/12	11/04/12	Sun GMA	8-9a		:30			NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$175.00			
N 5	7	10/31/12	10/31/12	ABC 7 News at 5p	5-530p		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$275.00			
N 6	7	10/30/12	11/01/12	ABC 7 News at 530p	530-6p		:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-T---				2	\$350.00			
N 7	7	10/29/12	11/02/12	ABC 7 News at 6p	6-630p		:30			NM	5	\$3,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$650.00			
N 8	7	10/29/12	11/02/12	Millionaire	7-730p		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$350.00			
N 9	7	11/05/12	11/05/12	Millionaire	7-730p		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$350.00			
N 10	7	10/29/12	11/02/12	Millionaire	730-8pm		:30			NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	MTWTF--				5	\$350.00			
N 11	7	11/05/12	11/05/12	Millionaire	730-8pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$350.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



WWSB
1477 Tenth Street
Sarasota, FL 34236
(941)552-0777

Contract / Revision	Alt. Order #
31337 /	

Contract Dates	Product	Est. #
10/29/12 - 11/06/12		11594

Advertiser	Original Date / Revision
FL VOTE NO ON 6 COMM	08/10/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	<u>Totals</u> Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 12	7	11/05/12	11/05/12	Dancing with the Stars	8-10p		:30			NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,400.00			
D 13	7	11/05/12	11/05/12	ABC 7 Sunrise News @ 6am	6a-7a		:30			NM	0	\$0.00
N 14	7	11/05/12	11/05/12	ABC 7 News at 6p	6-630p		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$650.00			
Totals											31	\$13,720.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	31	\$13,720.00	\$11,662.00
Totals	31	\$13,720.00	\$11,662.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Shaffer, Julie

From: Chris Vail [ChrisV@mediastrategies.com]
Sent: Friday, August 10, 2012 9:47 AM
To: Shaffer, Julie
Subject: RE: Revised FL Vote No on 6 Committee 10/29/2012 to 11/6/2012 Order for WWSB-TV

Yes, 8p-10p is correct. Sorry, I neglected to change it.

Chris Vail
Media Strategies & Research | 11350 Random Hills Road, Suite 670 Fairfax, VA 22030 |
703-877-2000 | Fax 303-764-9956

-----Original Message-----

From: Shaffer, Julie [mailto:jshaffer@mysuncoast.com]
Sent: Friday, August 10, 2012 9:46 AM
To: Chris Vail
Subject: RE: Revised FL Vote No on 6 Committee 10/29/2012 to 11/6/2012 Order for WWSB-TV

Hey Chris,

Just noticed that the Dancing spot on 11/5 is still booked 8p-9p. I've booked it 8p-10p based on my email to you yesterday. Please confirm receipt of change, unless you want to revise the order.

Thanks!

Julie Shaffer
WWSB ABC 7
National Sales Manager
1477 10th St.
Sarasota, FL 34236
ph (941) 552-3047
cell (941) 302-6720
fax (941) 923-8574

-----Original Message-----

From: ChrisV@mediastrategies.com [mailto:ChrisV@mediastrategies.com]
Sent: Thursday, August 09, 2012 5:38 PM
To: Shaffer, Julie
Subject: Revised FL Vote No on 6 Committee 10/29/2012 to 11/6/2012 Order for WWSB-TV

Attention: Vann Smith/Julie Shaffer, WWSB-TV, Tampa-St. Petersburg The attached document contains a buy for:
FL Vote No on 6 Committee
10/29/2012 to 11/6/2012
Revised Estimate #: 11594
8/9/2012 3:38:26 PM

Your immediate attention to this order is requested. Payment for this order will arrive prior to flight via UPS.

Please review this order and contact Chris Vail at 703-877-2000 or ChrisV@mediastrategies.com regarding clearance.

If this order has been received and will be cleared by WWSB-TV as is, please reply to this email and indicate that the order has cleared.

If this order has been received but revisions are needed to clear the schedule, please

indicate the changes on the order and scan and email back to Chris Vail at
ChrisV@mediastrategies.com or fax revisions to 303-764-9956.
Thank you in advance for your immediate attention to this order.
Chris Vail

Political Inquiry Record



General Election ☒
Primary Election ☐

Date: 8/10/12

OTHER _____

Please Specify

Inquiry made by: Media Strategies

By Phone: ☐
In Writing: ☒
In Person: ☐

On behalf of: FL 11th NO
ON 6 Committee

Political Party: Democrat: ☐
Republican: ☐
Other: ☒

For Candidacy of: _____

Announced candidate for the office of _____

Dates, times and type of broadcast requested:

List chief executive officer(s) and address of sponsoring organization (if other than candidate is making this inquiry.) Attach supporting letter from candidate, if appropriate.

Signature of Station Representative: _____

Date: 8/10/12 2012 _____

Disposition of inquiry: _____

Reason, if rejected: _____